

Extra!

EXTRA!!

EXTRA!

THE HAMLIN HERALD

IN 31ST YEAR—EVERY WEEK SINCE 1905.

HAMLIN, JONES COUNTY, TEXAS.

SATURDAY, NOVEMBER 2, 1935.

NUMBER 1.

THE NEW CHEVROLET

Everything You Want In
New Complete Chevrolets

Completeness in equipment, in appointments, and in convenience is emphasized in the Williams Chevrolet Co.'s display of its new Master De Luxe and Standard Chevrolets for 1936. Marked advances in styling and performances mark both models.

The Master De Luxe, offered with either knee action or conventional springing, has been restyled in its more important appearance elements, notably by the adoption of a higher and narrower grille of distinctly original design, in combination with a new treatment of the hood louvers, new style headlamps mounted on the sides of the radiator shell, and new interior trim.

COMPLETELY REDESIGNED

The lower priced Standard models have been completely redesigned in chassis and bodies. Last year the Standards differed materially both in appearance and in construction from the Masters; this year, the two lines are identical in all major features of styling, engineering, and performance, the chief difference being only a matter of wheelbase.

Outstanding among the many new features of both Master and Standard models for 1936 are perfected hydraulic brakes; improved engines having higher compression ratio (6 to 1), balanced carburetor, full-length water jacketing, and other changes, resulting in better cooling and improved gasoline and oil economy; and chrome-plated rust-prevention of fenders and running boards.

Front doors of all models are now hinged at the front.

The solid steel turret top, exclusive last year with the Master models, has been adopted this year for the Standard line also. Spoke-type pressed steel wheels, instead of wire wheels, are used on all Standard models.

COMFORT AND STYLE

Body interiors of Master models show marked advances in comfort and style. An important innovation is found in the design of the front seating arrangement of the Master coach and town sedan. Instead of the usual divided and hinged front seat of two-door models, a single seat cushion extends the full width of the car, permitting three passengers to ride comfortably. The seat-back is divided, the right side section being hinged to fold forward over the seat cushion to open a passage-way to the rear compartment.

Chevrolet's Standard models for 1936, besides incorporating features that appear for the first time on the Masters, take their place in the line as entirely new models, with new box girder chassis frame, more powerful engine, longer wheel-base, and larger bodies. The line of body types has been increased to seven by the four-door sport sedan with built-in trunk, the two-door sedan with built-in trunk and the cabriolet.

The Standard model wheelbase, formerly 107 inches, is now 109, while its overall length, last year 170½ inches, is 12 to 13 inches greater. Bodies are longer and wider, with more leg room, wider seats and additional head room. Car weight is increased 135 pounds. Springing has been improved by the use of longer front and shorter rear springs, which possess more nearly equal frequencies and so minimize pitching.

Side rails and cross members of the new Standard frame are all of rigid box section, a type of construction

that has appeared on costly European cars but never before in the low price field in this country. Although greatly increased in strength and in stiffness, the box girder members add so greatly to the rigidity of the structure that only three cross members are required. The extreme simplicity of the frame greatly facilitates access to chassis units for lubrication and service operations.

Horsepower of the Standard, formerly 74, has been increased to 79 at 3200 r.p.m. by changes in combustion chamber design, valve operation, and carburetion in combination with an increase in compression ratio 5.6 to 1 to 6 to 1.

Clutch improvements include the use of a new "shot-blast" process of treating cushion springs of the disc, and a more accurate alignment of the release levers. A rail-type shifting mechanism on the transmission with positive interlock, has been substituted for the plate type formerly used. Fuel tank capacity, formerly 11 gallons, is now 14. A ventilated generator has been adopted.

In changing to perfected hydraulic brakes on both chassis models, Chevrolet has adopted the hydraulic principle of brake actuation to its own design of brake mechanism within the brake drum. Instead of the cable operated floating cam formerly used at each wheel, a master hydraulic cylinder with double opposed pistons is used to actuate each pair of one-piece articulated brake shoes.

The Master cylinder, whose piston is moved by the brake pedal to transmit pressure by a column of fluid to each of the wheel cylinders, is mounted on the frame. The master piston is one inch in diameter, while the wheel pistons are larger to affect an increase of breaking effect at the wheels. Front wheel pistons are larger than those of rear wheels, to balance the breaking effect, when in stopping, extra weight thrown on the front wheels gives them greater traction. This arrangement prevents locking the rear wheels by themselves by heavy brake application.

The hand brake lever actuates both service brake shoes in both rear wheels. The connection is by a flexible cable operating a lever and toggle mechanism within the rear brake drums.

TRUE CONCENTRICITY

On the Master, brake drums are of composite construction, comprising a cast iron rim and a pressed steel web. The breaking surface is accurately machined, after assembly to the wheel hub, assuring true concentricity. Long life, freedom from scoring, and more effective breaking are advantages claimed for cast iron. The outer surface of the drum is machined in deep grooves that form five ribs, to promote cooling.

On the Standard, equally effective braking is obtained by using pressed steel drums, which are one inch larger in diameter than last year's increasing the brake lining area to 458¼ inches, 17 square inches more than formerly. An improved grade of closely grained steel is used for the drums, and their braking surfaces are machined to accurate form and smooth finish. Dirt shields have been added.

Engines of the Master and Standard models are identical in design and in horsepower and torque. Maximum

See "Complete Chevrolet" Back Page

We Have Provided the
Public With Complete
Car, Declares Coyle

"We have succeeded..." That is the statement of M. E. Coyle, president of Chevrolet Motor Co., who points out the steady trend of business to better levels in the accompanying article.

M. E. COYLE, Pres. and Gen. Mgr. Chevrolet Motor Co. says: Automobile show time, whether it comes in January or in November, brings with it the perennial query: What are the prospects for the coming year? The answer, so far as my own company's outlook is concerned, has already been given in Chevrolet's announcement last month that it had completed a plant expansion program on which we expended \$25,000,000 in order to increase our production capacity by 25 per cent.

Chevrolet, and the automotive industry in general, is in the strongest position it has held in years. Naturally, it will seek to maintain and prove its position. That calls for expansion, and for the expenditure of vast sums of money—money that flows to a great extent directly into the pockets of the wage earner, whether he be miner, machinist, farmer, herdsman, steel worker, textile mill employe, or any one of the hundreds of classes of workers whose productive toil contributes to the making of either raw material or finished products entering into the motor car.

The country has already demonstrated that there is a definite public willingness to replace goods which have been worn out by constant use during the depression. Investment in tools and machinery is 200 to 300 per cent above bottom. Manufacturing activity is now extending to such typical consumer goods as textiles, leather and shoes. Mortgage money is available on liberal terms to finance building operations. Steel output has risen.

A base exists for enormous expansion of bank credit. Reappearance of security offerings betokens a willingness to embark on long-term projects. Seventy-one per cent of American cities report a move upward of rents for single family homes, 66 per cent report an increase in apartment rents. Power consumption has passed its boom-days' peak. Department store sales outside the New York area have increased 20 per

cent over a year ago since Labor day, and New York retail volume is said to be up nearly 10 per cent. It is no wonder that business again feels free to display its old enterprising spirit, to display its old enterprising spirit.

We are all set to get under way. Our 1936 models represent the best thought of our engineers. The master de luxe has been restyled, and lower-priced standard has been completely redesigned in chassis and bodies. Outstanding among new features are perfected hydraulic brakes, turret top, knee action, no draft ventilation, shockproof steering, improved engines with higher compression ratio, and other changes to bring about better cooling and more economical gas and oil consumption.

In the main, however, our ambition has not carried us into radical changes. Our big aim has been to provide the patron of Chevrolet with a complete automobile—complete in equipment, appointments, and convenience. We feel we have succeeded, and we are confident that the public will agree with us.

KNEE-ACTION IS
HERE TO STAY;
ON NEW MODELS

NEW PRODUCT TO FOLLOW OPTIONAL IDEA; LEAF SPRING PLANT CHANGED

MINOR ASSEMBLY CHANGES

96 PER CENT OF 1935 BUYERS INSISTED ON "SHACKLESS STEERING."

"Knee-action is here to stay—we haven't considered for a moment omitting it from Chevrolet Master deluxe models for 1936."

Thus did W. E. Holler, vice president and general sales manager of Williams Chevrolet Co., declare.

Williams Chevrolet Organization
Spent Monday In DallasTom Williams Takes Employees To
Dallas To See Presentation Of
The New 1936 Chevrolet

Practically the entire personnel of the Williams Chevrolet Co. went to Dallas Monday and Tuesday of this week for the purpose of inspecting the new Chevrolet for 1936. Two meetings were in progress at the same time—one for salesmen and the other for mechanics.

The salesman school covered the performance, refinements, and appearance of the new cars. The new cars were vividly illustrated by the use of movie tone pictures—Just imagine riding up Pike's Peak in a fully loaded 1½ ton truck with "Wild Bill" Cummings driving it—They got a real thrill seeing that truck with its expert driver make that trip without a stop.

The trip through the General Motors Proving Grounds, by way of movie tone, was more than interesting—it was a complete education. A thrilling race between the new Standard and the new Master De Luxe model on the high speed concrete bowl on the Proving Ground. A ride with the machine operator over the specially constructed cobble stone road, the roughest road imaginable—The demonstration of the stopping power of the new Perfected Hydraulic Brakes made everyone catch their breath.

This great crowd of more than a thousand salesmen from North and West Texas literally brought the house down when they got the first look at the new cars for 1936. Words can't describe the new beauty body lines, interior trim and brilliant new styling. The upholstery is of a new "breathing-back" construction, an entirely new development in upholstering material. It is of a soft shade of grey and gives the interior of the car a richer brighter appearance. The new Standard Six for 1936 was a particular attraction. It is an entirely new car from the tip of its new gracefully formed radiator grille to the sweeping beaver tail rear. The

new colors are striking—a color to suit every taste.

THE MECHANICAL SCHOOL

In the mechanical school things were different. They were exclusive—nothing but mechanics allowed in their school and the school lasted two days. The purpose of this mechanical school is to make sure that everyone responsible for servicing these new cars knows before they even see a new car just exactly how to make any kind of adjustment or repair the car may need. For example one of the new Balanced Carburetors was completely dissembled and reassembled by every man in the school. All new tools for working on these new cars were carefully explained. Arthur Partain, our own mechanic, who attended the school for the Williams Chevrolet Co. says: "I have attended many mechanical schools on a variety of mechanical subjects but I have never attended a school where changes and improvement in a car were so carefully explained and vividly demonstrated. We had the opportunity of experimenting on cars belonging to the Chevrolet Motor Co. under the careful watch of trained instructors who had spent months at the Proving Grounds in Detroit working on cars that had been driven thousands of miles in testing."

THERE WAS PLENTY FUN

Of course, there was some play but for some reason the details are lacking. There is some talk about a beautiful young lady that sure could whistle and some fine singing of funny songs but the conversation always gets around to all steel one piece turret tops, perfected hydraulic brakes, new carburetors, etc.

SEE Williams Chevrolet
MECHANICS
For Expert Chevrolet
Service



You Are Cordially Invited
To Inspect The New

CHEVROLET

THE ONLY COMPLETE
LOW PRICED CAR

AT

Williams Chevrolet Co.

HAMLIN, TEXAS

On Display
NOVEMBER 2, 1935

Chevrolet---

The Only Complete Low-priced Car

∴ Society and Clubs ∴

MRS. TAYLOR HOSTESS TO ORIENTAL CLUB

Mrs. J. F. Taylor was hostess to the Oriental Club and a few invited guests when she entertained in her home on Central Avenue, Thursday afternoon of the past week.

Roses and other autumn flowers decorated rooms where three tables of contract were in play. High score for the Club was won by Mrs. C. C. Prater and for guests by Mrs. H. O. Cassle.

At the tea hour a salad plate with coffee was passed to Meses. M. T. Woodward, R. H. McCurdy, J. P. Morgan, Oliver Jones, A. E. Pardue, George Howard, C. C. Prater, J. T. Bynum, F. B. Moore, C. G. Green, D. O. Sauls and H. O. Cassle.

TWO ARE HOSTESS FOR BRIDGE

Shades of yellow, orange and brown predominated in an Autumn color theme which was used in decorations and game accessories in the home of Mrs. W. F. Johnson, Saturday afternoon when Mrs. Johnson and Mrs. Mac Brundage were co-hostesses for bridge. Autumn flowers in varied colors decked the rooms and a large bowl of autumn leaves centered the dining table.

Four games of contract were played with Mrs. C. C. Prater holding high score. The high cut prize, a lovely vase of roses, was won by Mrs. Oscar Maples, the low cut prize, a

box of bulbs went to Mrs. John T. Day and Mrs. Burns Eakin received the slam prize, a small pottery vase.

A plate holding pumpkin pie with whipped cream, cheese balls and coffee was served.

Those present were Meses. A. E. Pardue, C. C. Prater, J. E. Bury, D. D. Harden, Bowen Pope, J. F. Taylor, H. O. Cassle, F. B. Moore, Burns Eakin, W. R. Calhoun, J. T. Bynum, J. Frank Waggoner, Paul Smith, Fred Carpenter, Oscar Maples, R. H. McCurdy, A. D. McLaughlin, Joe Culbertson, Pat O'Donnell, J. W. Ezell, Alford Harden, M. L. Kerlin, John T. Day, J. P. Morgan, Frank Williams; Misses Allie and Pearl Whiteley.

MRS. BERT NOBLES HOSTESS

The Hoot Owl Club met with Mr. and Mrs. Bert Nobles, Thursday night. The Hallowe'en theme was used for decorations.

Club members present were as follows: Messrs. and Meses. Paul Cain, Buford Dean, L. H. McBride, Bill Rountree, Grogan Turner and Mrs. Bob Barrow and Mrs. C. S. Barrow.

Guests were Mrs. Bury and Mrs. O'Donnell.

Mrs. Dean and Mr. McBride won high for the members and the guest high was won by Mrs. O'Donnell.

A delicious salad course with chicken pie was served.

MR. AND MRS. BURY ENTERTAINED MERRY MAKERS CLUB

Mr. and Mrs. J. E. Bury entertained the Merry Makers Club and other guests in their home on Union Avenue, Tuesday evening.

Autumn flowers decorated the entertaining rooms where games of eighty-four were played. The Hallowe'en season was suggested at the refreshment hour when table accessories featured symbols of this celebration. A plate holding creamed chicken, salad, toasted cheese sandwiches and fruit jello was served with punch.

Those present were Dr. and Mrs. Joe McCary, Messrs. and Meses. R. B. Wiar, Ira Clements, H. O. Cassle, Bowen Pope, J. W. Ezell, Mr. W. C. Russell, Mrs. Talley and Miss Katherine Adkins.

BLUE BIRD CLUB WITH MRS. BLEDSOE

Mrs. Ted Bledsoe entertained the Blue Bird Club in her home Tuesday afternoon at the regular club hour.

Autumn flowers added attractiveness to the room where tables were appointed for bridge. High score was won by Mrs. M. L. Kerlin.

Following the games a salad course was served to Meses. Bob Low, Mac Brundage, Elmer Feagan, Paul A. Fowler, M. L. Kerlin, O. L. Henry, Joe Julbertson and J. T. Bynum.

Eat Eddie's Bread for strength and vitality.

Bryant-Link Co.

Hamlin—51 Years in Jones Co.



A Seamless Step-In for Sleek Curves

This 15-inch Gossard step-in is of firm knitted 2-way-stretch elastic, fashioned smaller at the top to cinch in the waist-line. The panel front is decorative.

Model 241 ----- \$2.50

The "slip-over" uplift bra is of elastic mesh. Particularly comfortable for sports wear. Model 1054.

GOSSARD

MISS TEMPLE HOSTESS TO TUESDAY CLUB

TO TUESDAY CLUB

Miss Eleanor Temple was hostess to the Tuesday Club in her home on Jackson Avenue, Tuesday afternoon.

Beautiful orchid chrysanthemums decorated rooms where three tables of contract were in play. High score was won by Mrs. J. W. Ezell.

At the tea hour a salad plate with individual pies and coffee was served.

Those present were Meses. J. C. Culbertson, R. B. Wiar, W. F. Johnson, H. O. Cassle, W. J. Poe, D. O. Sauls, Bowen Pope, J. W. Ezell, John T. Day, D. J. Payne; Misses Lulan Vaughan and Pearl Whiteley.

MRS. SMITH ENTERTAINED

Mrs. Maurice Smith entertained in her home on Central Avenue Friday afternoon with five tables of bridge.

Yellow marigolds decorated the rooms and a Hallowe'en motif was featured in all appointments and repeated in the salad plate which was served at the tea hour.

In the games of contract Mrs. John T. Day received the high score award. Others playing were Meses. C. C. Prater, F. B. Moore, J. B. Eakin, P. A. Fowler, Bill Rountree, Clinton Barrow, Paul Cain, W. S. Pike Jr., Henry Albritton, R. H. McCurdy, Alford Harden, C. W. Griggs, W. R. Calhoun, Tom Vaughan, Arche Pardue, O. L. Henry, Turner Bynum, Art Carmichael and J. W. Ezell.

TRECE SENORES CLUB

The Trece Senores Club played in the home of Mrs. B. W. Nobles on Union Avenue, Tuesday afternoon. Substitute hands were played by Mrs. Roy Garner and Mrs. Walter Cluney. High score was won by Mrs. Otis Hopper.

At the conclusion of the games a salad course with coffee was served to Meses. Pat O'Donnell, F. D. Wells, Frank Williams, Clinton Barrow, Bill Rountree, Fred Carpenter, W. E. Akers, Paul Cain, J. E. Bury, Otis Hopper, Walter Cluney, and Roy Garner.

ALATHEAN CLASS

ELECTS OFFICERS

The Alathean Class of the Baptist Church had a business meeting Sunday morning, October 27, and

lected the following officers:

Mrs. Henry Albritton—Pres.
Mrs. B. Houston Tyree—Secy.
Mrs. Betty Miller—1st V.-Pres.
Mrs. Wesley Neidecken—2nd V.-Pres.
Mrs. L. H. Maberry—3rd V.-Pres.
Mrs. H. I. Money—4th V.-Pres.
Mrs. C. F. Ferrell—Reporter.
The class was divided into 4 groups with the following group captains:
Mrs. Tom Vaughan—Group No. 1,
Mrs. Elam—Group No. II,
Mrs. J. H. Stephenson—Group III
Mrs. Maurice Smith—Group IV.

A cordial invitation to attend this class is extended to all young married women of Hamlin. We have a place for you and need you. Mrs. Bowen Pope is a most capable and inspiring teacher. Try and come next Sunday morning at 9:45 o'clock and receive a blessing.

—Class Reporter.

PATSY HELEN MACKS HOUSER HONORED WITH BIRTHDAY PARTY

Mrs. E. F. Houser entertained at her home on South Main Street Sunday afternoon, in honor of her little daughter, Patsy Helen Macks, age 2 years.

The color scheme for appointments were of pink, and the same prevailed in the refreshments served.

Little Miss Patsy was presented many lovely gifts, which caused repeated "Ahs! and Ohs!"

After games were played and Kodak pictures were taken, the lights were turned off to give place to two tiny candles on the cake.

Mrs. Houser was assisted by Miss Rheba Herbst in serving ice cream and pink angel food cake to the guests: Elbert and Delbert Harwick, Charles and Virginia Brown, Cherry Ann and Juanita Broach and Helen Parker.

—Contributed.

BIRTHDAY DINNER PARTY FOR MRS. JONES

On Sunday, October 27th, another person was made happy when Mr. and Mrs. W. D. Jones' children and grandchildren brought a surprise dinner and presents for Mrs. Jones.

The lunch was spread picnic style at the noon hour in the front yard.

In the afternoon old times were talked over and presents viewed.

Mrs. Jones has lived sixty-eight

years and we wish her many more.

Those present were: Mr. and Mrs. W. D. Jones, Newman Jones and family, W. A. Malone and daughter, Mildred, Cay Elders, Duard Parks, Cleo, Jones, T. P. Nail, Mrs. Frank, Mr. John Harris and family, and Mr. Milton Sharp, all of Hamlin; Lonnie Elliott and family, L. L. Parks and daughter, Margaret, Lester Elliott, Ray Peal and Mr. Boalden, all of Doole; Alvin Jones and family and Mrs. Lydgate Hattox, both of Corinth; and Melvin Jones and family of McCaulley.

—Contributed.

EXPRESSION OF THANKS

We wish to express our sincere thanks to the many friends who contributed so freely to our needs, during the illness and death of our darling baby, Jean Charles.

It is difficult to find words to express our appreciation for the beautiful floral offerings and the many acts of kindness, and words of comfort. You have helped us to bear the burdens.

May the Lord bless each and every one. Your kindness shall ever be treasured in our hearts.

Mr. and Mrs. Alton Bessire and Bobby.

GETTING AND GIVING

There is no happiness in having and getting but only in giving—half the world is on the wrong scent in the pursuit of happiness. H. Drummond.

FURNISHED APARTMENTS

Have a 4-room nicely furnished apartment to rent to couple only.

A. A. HACKLEY. (p)

Mrs. J. F. Allen of Magnolia Terminal, Ala., came down from a visit with her daughter, Mrs. Oscar Finken, at Fritch, Texas, near Amarillo. She was on her way home and just stopped off to see her old friends in Hamlin.

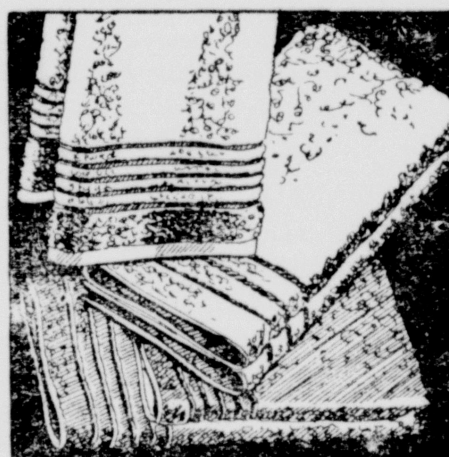
Miss Leone Meadows of Wichita Falls, and Mrs. J. R. Nesbitt and daughter, of Lincoln, Nebraska, were week-end guests of their sister, Mrs. P. A. Fowler.

Dallasite Ends 10-Year Search

"Just try one bottle of Gordon's Compound and you will never try any other remedy," declared Mrs. W. A. Nitche, 4113 Elm street, Dallas, after searching for ten long, suffering years for relief from a stomach trouble undoubtedly caused by excess acid. Gas, bloating after meals, heart-burn, heavy, burning feeling in the stomach—she had all these. Gordon's brought relief at once. She used 8 bottles, no longer needs it. Recommend it to others suffering with such troubles.

WAGGONER DRUG CO.

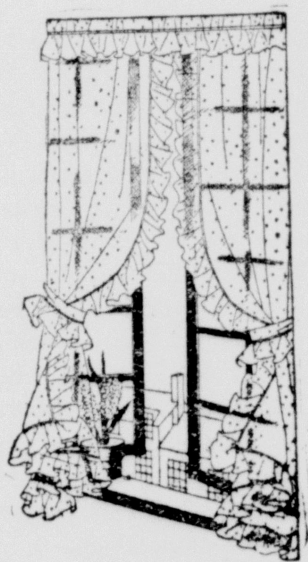
This Week's Headlines



Even a Woman Likes a Man's Size Bath Towel

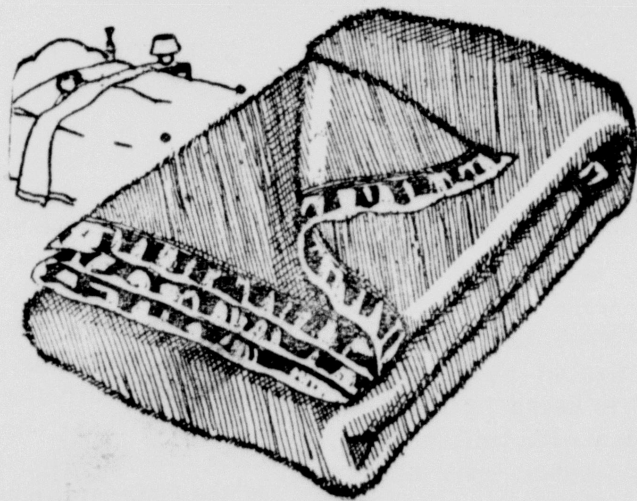
—CANNON BATH TOWELS 22x42

ONLY 44¢ EACH



Curtains that make the rooms more inviting

Blankets



THESE Blankets are Beauties for Restful Sleeping

PART WOOL, DOUBLE, SIZE 66x80

AS LOW AS \$1.77

Bryant-Link Co.

HAMLIN, TEXAS

51 Years in Jones Co.

Elegance . . .



ALL the newer trends in coat fashions are combined in this effective coat. The fabric is a diamond suede—smooth and rich, showing a new pattern. There is the new fullness-below-the-knees. And the Canadian Wolf Collar gives the new feeling of breadth. When it is buttoned up a fashionable ripple side-effect is achieved. In sizes 12 to 20 only.

Bryant-Link Co.

Hamlin, Texas

51 Years in Jones Co.



Wide World
Hitchcock: Thirteen Times Winner of Polo's Ten-goal Rating.

office at Lehman Brothers, New York bankers, is not particularly heavy and plays tennis for diversion. He has the concentration and tenacity of a champion; but forgets the plaudits of the crowd when he leaves the field. He has been booed too.

After a polo game he has no post-mortems. Team-mates during the 1933 East-West matches had to push notes under his locked door. Hitchcock never hounds players, merely tells them how he thinks the game should be played, then talks things over between chukkers.

Adventure
Hitchcock has been riding since he was three years old, began playing polo when he was fourteen, played hockey at St. Paul's and tennis and football at Harvard. At seventeen he was a member of the famed Lafayette Escadrille, was shot down behind the German lines, but escaped from a moving train and fled eighty miles to Switzerland.

Now in his middle thirties, Hitchcock is married, has a wife and two children, neither smokes nor drinks, and leads a quiet life. In the words of Joe Flitton, his trainer, he is "a born gentleman."

For sixteen years he has continued the name of Hitchcock in international polo and despite two head injuries he is playing as good as ever, or polo at its best. His father captained the first American International Team that played England. Hitchcock captained the last, and from his form in the 1935 Open, as observed by the selection committee, he will be on the team which will invade England next year.

But between father and son came Hitchcock's mother, often referred to as the "mother of American polo." When Louise Eustis Hitchcock died, Will Rogers wrote:

"Courage, horsemanship, sportsmanship, and great paternal love was all embodied in one frail little white-haired woman, sixty-seven years old, Mrs. Thomas Hitchcock, godmother, mother, and patron saint of American polo, and lover of a horse."

THE HAMLIN HERALD

PUBLISHED EVERY FRIDAY

BOWEN POPE OWNER AND EDITOR

ENTERED AT THE POSTOFFICE OF HAMLIN, TEXAS, FOR TRANSMISSION THROUGH THE MAILS AS SECOND CLASS MATTER.

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ONE YEAR \$1.00

SIX MONTHS 50c

MONDAY SET AS
WILL ROGERS DAY

By proclamation, the Governor has asked that Monday, Nov. 4, be regarded as "Will Rogers Memorial Day." Gov. Allred says:

"On Friday, August 16, 1935, Will Rogers died. Idol of America, beloved by all who knew him, his untimely passing brought a greater sense of individual loss and sorrow to every American citizen than any man who has ever commanded the attention or affection of the people.

"In the words of Reverend J. Whitcomb Brougner, Sr., who officiated at the Will Rogers memorial services in Glendale, California:

"There are many hills, but only here and there a great towering Mt. Shasta;

There are many streams, but only here and there a great Sequoia gigantea;

There are many echoes, but only now and then an original voice;

There are many musicians, but only now and then a Mendelssohn or a Mozart;

There are many politicians, but only now and then a great statesman;

There are many people, but only now and then an outstanding individual."

"The nation still is stunned and sorrowful. It is impossible to realize that Will Rogers is really gone from us.

"Will Rogers needs no monument. He built his own monument, he wrote his own epitaph in the hearts and af-

fections of people from every walk of life. He was the greatest apostle of sunshine, of joyous humor, of fellowship, the world has ever known. He still lives because his work lives. "To live in mankind is far, far more than to live in a name."

"To perpetuate his memory, to fittingly attest a nation's love for the ideals Will Rogers represented, a nation-wide movement is under way. It is headed by outstanding citizens everywhere who have agreed to give unselfishly of their time and means, in order that a proper foundation for service to human-kind may be permanently established. Every man, woman and child, from the highest to the lowest walks of life, will be given an opportunity to participate.

"As but a small part of the program, on Monday, Nov. 4th, every bank in the nation will open special "Will Rogers Memorial" accounts. Every man, woman or child who has ever chuckled at the homely philosophy of Will Rogers, whose life has been made happier, who has been inspired by the cleanliness of his example, who has hungrily searched for his daily news contribution, who has seen him on the screen, who has pressed forward in surging crowds for a personal glimpse of him, will be given an opportunity to make a deposit, quietly, without publicity of any kind, from a single dime to the limit of their means.

"I think Will Rogers, if he knew that all who loved him are determined to establish a permanent foundation to his memory, would prefer contribution of twenty-five cents from fifteen million people to a few larger sized donations.

"NOW, THEREFORE, I, JAMES V. ALLRED, Governor of the State of Texas, do hereby set aside and

dedicate

MONDAY, NOVEMBER 4TH

AS WILL ROGERS DAY

"I urge all Texans on this day to reflect upon the fine, clean manhood of Will Rogers, the life of service he lived, the good he did. I suggest that all of our schools and civic clubs conduct suitable programs and exercises in memory of our great philosopher humorist.

"I especially urge that all of us contribute of our bit to the Will Rogers Memorial Fund."

JAMES V. ALLRED,
Governor of Texas.

METHODIST CHURCH

The services on the first Sunday of each month have been designated as Communion Day. Thus we are observing this sacred service at the eleven o'clock hour. Subject for the message, "Radiant Service." Since there has been a request for that time-worn text, "Weighed in the Balances" that will probably be the general theme for the evening service.

This Sunday and one other closes the work for this Conference year. It has been a year of great concern through the loss of several of our leading families yet we are coming into the closing days with good prospects of bringing the task to a successful conclusion in increase of membership and meeting the usual financial obligations. It would be tragic to break rank or stamper at this late hour and bring about an anti-climax.

Success is the product of courage in the crucial moments. Jesus offered the crown of righteousness to those who endured, or who did not drop out of rank before arriving. Success is habit, just as is failure, but a far more noble habit and its fruits are far more satisfying than the possession of rubies.

Our new superintendent is like "Time and Tide." That bell is sure to sputter at 9:45 A. M. and if one is not here he is just late again. There were "Five Virgins" who failed in powdering their faces in time once and the doors were shut against

them. Doors of opportunities are always opened wider to the punctual.

We will be seeing you Sunday and "bring that friendliness."

H. A. LONGINO, P. C.

WEEK OF PRAYER

Next week, Nov. 3-9, will be observed in the Missionary Societies throughout Southern Methodism as the Week of Prayer.

Our local auxiliary will begin this week with an all-day program, Monday, Nov. 9, beginning promptly at 10:30 A. M. and including a luncheon at 12:30. We are expecting our District Secretary, Mrs. E. Clyde Smith, of Merkel, and an interesting program has been planned.

A cordial invitation is extended to all the women of Hamlin to meet with us. Bring a covered dish and enjoy the fellowship at the noon hour.

The following Wednesday night another Missionary program will be given at 7:30, the regular Prayer meeting hour.

Mr. and Mrs. Ray Fry have moved to Munday where they have opened a variety store. Mr. and Mrs. Fry and little daughter have lots of Hamlin friends who wish them success in their new city and new business.

THE MARY-MARTHA CLASS

Our class met Sunday morning at the usual hour. We did not discuss our lesson, but had a business meeting with our teacher, Miss Elmo Joy Wilson, presiding.

The following new officers were elected:

Pres.—Jo Ann Culbertson
Secy.—Edna May Bull
Reporter—Dorine Carlton.

The topic for Sunday morning's discussion will be "Learning to Live Together in Peace."

Everybody come and bring someone with you. Be on time...

—REPORTER.

MAN'S HEART SKIPS

BEATS — DUE TO GAS

W. L. Adams was bloated so with gas that his heart often missed beats after eating. Advertiser rid him of all gas, and now he eats anything and feels fine.

WAGGONER DRUG CO.

LITTLE LIGHTS
ON LIVING

By MARIA LEONARD
Dean of Women, University of Illinois
© Western Newspaper Union.

POWER AND LIGHT

EMBLAZONED across the sky at night, sometimes far distant, one can see when approaching a town, the great bright letters of an electric sign, bearing the words, POWER AND LIGHT SERVICE.

What an eternal truth and spiritual message our public utilities are writing across our skies—that power and light brings service! Dean Inge of London has said that as man's love for light progressively increases his need for government progressively decreases. Light is truth, and education is the process of determining truth. Knowledge is power but wisdom is light. Education must include both, that is why true education builds character. Power with light is character and character manifests itself through service, that great vital force of the human heart. Light is truth, where there is no light there is no truth. The Master said, "I am the way, the truth, and the light."

Power without light is a blind unguided force, while power with light builds the human race. As the human family receives more light through education and culture, it will also receive more spiritual guidance to manipulate those powerful forces which science has discovered in our mechanical age and it will learn to use them for the benefit, and not for the destruction of mankind. Light comes through education and acts of the human heart much as brakes check speed on a high powered car.

War for instance, is power without light, for its goal is selfishness, not service. High powered explosives are made to kill. Chemistry in the hands of a militarist kills, in the hands of a physician, cures. What is the difference? One is power without light—selfishness, the other is power with light—service.

A European scientist was once working in his laboratory on a God-like experiment, hoping to eradicate much of the disease of the world through his discoveries. Suddenly one day without warning he was commanded by his government to come into its laboratories, to discover gases for the next war. His laboratory was power with light, the other power without light; his was for human service, the other for human slaughter.

What would become of our modern methods of living if this public utility—power and light—service were to be removed? And what would become of the human race if this spiritual truth—service from power and light were removed? Perhaps we should better ask, what could not the potentiality of the human race really be if this truth were put into practice in men's hearts?

COMING



Harley SADLER'S
BIG 3 RING CIRCUS AND
BAILEY BROS. COMBINED

Featuring JACK HOXIE
WESTERN MOVIE STAR
IN PERSON
AND HIS HOLLYWOOD COMPANY

ACRES OF TENTS—MILES OF MOTOR EQUIPMENT—\$50,000.00 MENAGERIE!!
BIG FREE STREET PARADE at NOON

WATCH for IT!

AUSPICES

Hamlin Chamber Commerce

ONE DAY ONLY

RAIN OR SHINE

AT 2:00 AND 8:00 P. M.

DOORS OPEN AT 1:00 AND

7:00 P. M.

SPECIAL LOW PRICES
FOR THIS DAY AND DATE

25c to ALL

Friday
Nov. 8

SHOW GROUNDS NORTH OF
A. & S. DEPOT

Joe A. Simpson Grocery

1 BLOCK NORTH HAMLIN HOSPITAL

Special FOOD SAVINGS

CASH ONLY — SAVE MONEY BY PAYING CASH

Prince Albert Reg. Size 10c

Cigarettes All Kinds 15c

English Peas Early June, No. 2 Can 9c

Corn Meal 20 Lb. Sack 45c

Maxwell House 3 Lbs. 77c

Coffee 1 Lb. 29c

Coffee, Break O' Morn 3 lbs 49c

Flour Light Crust—48 lbs. \$2.15
12 Lbs. 63c 6 Lbs. 34c

K. C. BAKING POWDER 10 Lbs. 99c

K. C. BAKING POWDER 3 Lbs. 34c

K. C. BAKING POWDER 25-Oz. 18c

Corn Flakes 10c

Pinto Beans 10 Lbs. 48c

Crackers Saxet, 2 Lbs. 19c

LYE Babbet — Can 10c

BAB-O 2 Cans 14c



Royal Gelatine

3 Pkgs. 19c

Vinegar
Gallon 29c

Tomato Juice 3 Cans 25c

Brooms Good Ones — Each 25c

Cocoanut Shredded — 1 Lb. 21c

Pickles Burr Gherkins—7-Oz. 15c

Syrup Steamboat 10 Lbs. 49c

Fruit Jars QUARTS .. Dozen 78c

GRANDPA A. H. PROFFITT
ENJOYED 85TH

BIRTHDAY CELEBRATION

The home of Mr. and Mrs. S. M. Proffitt, in Anson, was the scene on Sunday, Oct. 20, for the celebration of the 85th birthday of A. H. Proffitt.

At this gathering there were forty persons present: Mr. and Mrs. V. L. Proffitt and children of Hamlin; Mr. and Mrs. A. P. Proffitt and children of Hamlin; Mr. and Mrs. S. J. King and children; Mr. and Mrs.

J. G. Perkins, Mr. and Mrs. Ed Bartlett, Mr. and Mrs. C. C. Neal, Mr. and Mrs. Roscoe Devaney, all of Anson. Others from Hamlin were: Mr. and Mrs. Olen Vaughan and family, Mrs. J. T. Proffitt and sons, Mr. and Mrs. Leonard Proffitt and E. Proffitt and Mrs. Callie Newsom, of Brownwood.

Really this was a three-birthday affair—A. H. Proffitt, age 85; Mrs. Perkins, age 67 and Leonard Proffitt, age 3 years.

Eighty-five years is a ripe old age, yet, brother A. H. Proffitt is quite a gay "young man," and may he enjoy many more years of life.

Lady's Painful Trouble
Helped By Cardui

Why do so many women take Cardui for the relief of functional pains at monthly times? The answer is that they want results such as Mrs. Herbert W. Hunt, of Hallsville, Texas, describes. She writes: "My health wasn't good. I suffered from cramping. My pain would be so intense it would nauseate me. I would just drag around, so sluggish and 'do-less.' My mother decided to give me Cardui. I began to mend. That tired, sluggish feeling was gone and the pains disappeared. I can't praise Cardui too highly because I know it helped me." ... If Cardui does not help YOU, consult a physician.

Soup-Eaters, Read This

"All I could eat was soup and strained vegetables, and even these gave me terrible stomach pain," declared I. H. Johnson, well-known farmer near Leonard, Texas. "This went on for 15 years. I spent \$75 or \$100 trying to relieve a terribly acid, upset stomach, gas, bloating, and all the other things that go with acid stomach trouble. For years, worked only half-time; for 5 months was too sick to work at all. Then I started on Gordon's Compound. In 2 days all distress was gone. Eat whatever I like, feel fine, gained weight. I certainly recommend Gordon's."

WAGGONER DRUG CO.

COMING

J. DOUG MORGAN'S

Big Tent Show

PRESENTING

Neale Helvey

And His Own Company of Artists

Hamlin 4 NIGHTS Mon., Nov. 4 STARTS

AUSPICES HAMLIN FIRE DEPT.

Ladies FREE

One Lady Admitted FREE with Each 25c

Ticket Opening Night

PRICES

Adults - 25c

CHILDREN, Under 12 5c

SCHOOL CHILDREN, 12 to 16 10c

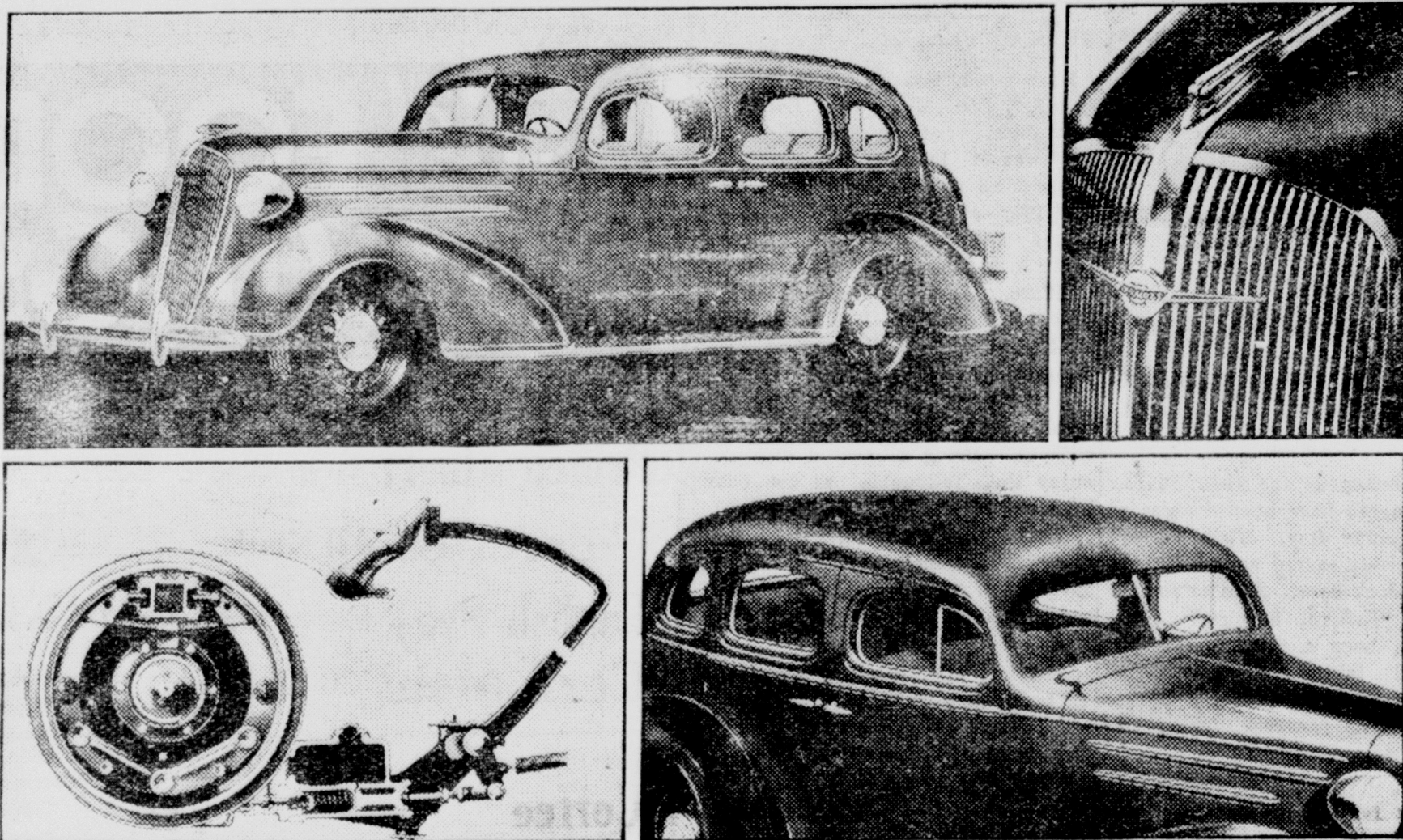
Choice Front Reserved Chairs 5c and 10c

—Doors Open 7:15—Show Starts 8:00—

Show Rain Or Shine

—Tent Water-Proof and Well Heated—

1936 Master De Luxe and Standard Chevrolets are Replete with New Features



New Master De Luxe and Standard Chevrolets for 1936 show marked advances in appearance and in engineering. Perfected hydraulic brakes, high-compression engines with full-length water jackets, and balanced carburetion are among the mechanical improvements. The solid steel Turret Top Fisher body is now used on the Standard as well as the Master De Luxe models.

Either Knee-Action or conventional springing may be had in the Master models. The illustrations show: Top left, the Master De Luxe sport sedan, with built-in trunk; top right, the re-styled, deeply moulded radiator grille, used on all models; lower left, the simple arrangement of Chevrolet's perfected hydraulic brakes, all models; and, lower right, a Standard sedan.

"COMPLETE CHEVROLET"

— CONTINUED —

imum horsepower is 79 at 3200 r.p.m. (an increase of 5 h. p. for the Standard). At 1000 r.p.m. horsepower is 30; at 2000, it is 60. Maximum torque is obtained over an unusually wide range of engine speeds, 156 foot pounds being maintained all the way between 900 and 2000 r.p.m. The increase in compression ratio to 6 to 1 is credited with effecting a 6 per cent improvement in fuel economy. Combustion chambers are reshaped to attain smoothness with higher compression. The new chamber follows the "blue flame" combustion principles pioneered by Chevrolet several years ago, the form having been worked out by newly devised mechanical laboratory methods to attain maximum effectiveness.

Chevrolet's balanced carburetor is another innovation to promote fuel economy and easy starting. Air pressure in the float chamber is balanced with that inside the carburetor intake to effect a constant ratio of air to gasoline in the fuel mixture and to offset the choking effect that gradually increases as the air cleaner becomes clogged with dust.

COOLING SYSTEM

Major improvements have been made in the Chevrolet cooling system to maintain lower engine temperatures and to attain important benefits in the control of engine oil temperature and of cylinder block and valve push rod expansion. The chief change is the adoption of full-length water jackets. Formerly, only the upper part of the cylinders was water jacketed. In the new engines, the water jacketing extends far below the lowermost point reached by the head of the piston, nearly to the lower edge of the piston skirt at the bottom of the stroke. The rings thus come in contact only with cylinder wall surface that is constantly cooled. Since the full depth of the cylinders is surrounded by water, the cylinders warm up evenly.

The most valuable effect of full length water jacketing, however, is its automatic control of engine oil temperature. In the previous design, the engine oil would attain a temperature of 125 degrees hotter than the water, by coming in contact with the uncooled lower part of the cylinders. With the new full length jackets, oil temperature runs 50 degrees cooler than formerly. Still further cooling of the oil supply to the valve rocker shaft is effected by running the supply line through the cylinder block, where it is surrounded by water, and the oil is further reduced in temperature by 10 degrees.

The new system not only maintains a lower constant oil temperature, but acts to warm up the oil supply to the valve mechanism more quickly after a cold start. Since the water in the cylinder block, held there by a thermostat, quickly heats when the engine is started, it begins to warm the copper tube carrying oil to the rocker arms almost immediately after the engine is started. The effect is to cause a more nearly even expansion of the cylinder block and the valve mechanism.

Water capacity of the entire system, formerly 11 quarts, is now 15.

REGIONAL MANAGER



J. E. JOHNSON

"I have just returned from Chevrolet's wholesale convention in Detroit and from holding mass meetings with other dealer and salesmen organizations in the southwest region. I have found them to be the most highly enthusiastic meetings of their kind in years.

"For 1936, Chevrolet in announcing the only complete low price car is also in position to announce that dealers and salesmen will have them in quantities for immediate delivery. "The parade always comes before the big show and I know that with Chevrolet going on parade Nov. 2—the big show will start with maximum deliveries throughout the southwest area.

"On viewing the complete line for 1936 today I know you will agree with me that Chevrolet's great opportunity is here."

PLEASE READ THIS NOTICE

It is generally conceded that under the Bankhead Cotton Act Jones County has an unusually low allotment. Our quota is far below a normal crop and as a result of this low allotment our farmers as a whole will not be able to meet their obligations from year to year. We believe that our unusually low apportionment can be corrected if our cotton farmers will meet and in an organized effort ask the Department of Agriculture to correct the discrepancy in making Jones County's allotment. In this connection we are asking the farmers to meet in the District Court Room Saturday, November 9th at 2 o'clock P. M. to discuss and formulate plans for asking for a more equitable cotton program for Jones County for 1936.

(1-2t)

The Herald has received a cute little booklet announcement from little Miss Margaret Dale Mahon of 5942 Richmond, Dallas, Texas. The little lady came to live with her mother and daddy on October 15. The mother of the little author, will be better remembered in Hamlin when you hear the name, Margaret Hopkins, formerly of Hamlin. Yes, little lady Mahon, we really enjoyed your "story."

BUNDLED CANE

Have a lot of late fall Cane, well matured, for sale at 3c per bundle at my farm.

J. M. STUBBS. (1-4p)

ZONE MANAGER



H. C. HOWARD

The new models are ready.

This 1936 production of Chevrolet Motor Co. is outstanding.

It is complete—the only complete low-priced car on the market.

I have inspected the new models, and I sincerely know that this is going to be a banner year for Chevrolet.

ASST. ZONE MGR.



WARREN R. PEEL

"Chevrolet for 1936 has placed in the hands of Chevrolet dealers and retail salesmen the greatest product that any manufacturer has ever designed and built for their field organization to sell. After attending an engineering meeting in Detroit, I am more firmly convinced than ever that the features of our 1936 product will be received by the buying public with their full indorsement and appreciation.

"In designing the 1936 cars and trucks, nothing has been spared to make it 'the only complete low-priced car' on the market. Opportunities and happy days are here again for Chevrolet dealers and retail salesmen. The public will accept this product. Our 1936 car and truck will set a new standard in motor car and motor truck values in the industry."

"It is the self-reliant pioneer in every enterprise who beats the path along which American civilization has marched."

—PRESIDENT ROOSEVELT.

No wonder a hen gets discouraged at times. She never can find things just where she laid them.

KNEE-ACTION

— CONTINUED —

Chevrolet Motor Co., emphatically state that the company's new cars, to be introduced Nov. 2, would offer individual front wheel suspension in the line.

"Our 1936 models will offer the same option in springing as the 1935 models; that is, the Master deluxe cars will be available with either knee-action or conventional springs, and the Standard models with conventional springs only," Mr. Holler declared.

"Chevrolet has made great changes in its plant set-up for manufacturing leaf springs, and also has purchased much new machinery for the making of leaf springs. The reason is that we needed these facilities because we will introduce a greatly improved design of leaf spring suspension in the 1936 Standard models. The effect is to improve the ride, by changing the layout and the design of the leaf springs so that they give more nearly equal front and rear action.

"On the 1936 Master deluxe, the Chevrolet type of all-enclosed knee-action units will be retained unaltered except for minor changes in assembly methods. Even if we could obtain, with conventional leaf-spring suspension, a ride as soft and as smooth as knee-action provides, we would not drop knee-action because of its many other advantages—especially shockless steering, which contributes so greatly to safety and to driving ease.

"The Chevrolet type of knee-action has been a success from the start. Today, more than 1,000,000 knee-action Chevrolets are in use, and during the current year, more than 96 per cent of purchasers of the Master deluxe models chose knee-action cars, gladly paying more for them than the price for the identical cars with ordinary springs."

M'CAULLEY NEWS

The rain of last week sure was good on the small grain but hard on cotton. Many are beginning to pick cotton this week.

Misses Alline and Lillie Akins are at home after a visit of several weeks with their uncle and aunt at O'Donnell, Texas.

Mrs. J. F. Houghton went to Stanton, last Sunday, to visit her mother, Mrs. Dan Green, for several days.

Eugene McCloud spent the past week-end here visiting relatives. Mr. McCloud makes his home at Post.

Virgil Stephenson, of Stanton, spent the week-end at home with his mother and also with his sister and family, Mr. and Mrs. Virgil Steele.

Many Halloween parties will be given Thursday night.

REPORTER.

T-P STATION ANNOUNCES

new management, under McELROY & CAR—who welcome your business. Washing and greasing \$1.50 and other service in proportion. Drive into the pretty T-P Station at end of the Avenue and get good service. (p)

Miss Viola Smith, of Aspermont, is visiting in the home of Miss Catherine Drake near Wise Chapel.

STRAUSS' Great Reduction On All SILK DRESSES

We have just returned from the Dallas Market, where we bought one hundred dresses, at great discounts, which with our present stock of high grade fashions, we put on sale.

COME AND SEE OUR SELECTION:

Silk Dresses
\$1.98 . \$2.95,
\$3.95 to \$9.95

Our higher priced dresses at 25% reduction.

Woolynub DRESSES

Six ultra-smart frocks—every one of them a style creation with a purpose. They have all the newest fashion details. You'll love them for home, for office, for street, for school. We've never seen such truly striking values.

\$3.95

Sizes 14 to 20
16 to 44

Strauss' "THE STORE AHEAD"—HAMLIN